



2021

Global Media Campaign

Sotheby's
INTERNATIONAL REALTY

INTRODUCTION

We are the vanguard of marketing prestige property. Our service is tailored through technology, making us the modern go-to for real estate professionals, buyers, and sellers who expect the very best from the very best.





TABLE OF CONTENTS

Architectural Digest	4
AD Mexico	6
Bloomberg	8
Dwell	10
Expansión	12
Financial Times	14
ImmoScout	16
JamesEdition	18
Juwai	20
Luxury Estate	22
Mansion Global	24
Nikkei	26
New York Times	28
PropGoLuxury	30
The Wall Street Journal	32
Media Advertising Units	34
Consumer Targeting	35
Property Distribution	36

AD

Architectural Digest is the essential resource for sophisticated design enthusiasts seeking inspiration and unrivaled access to the world's most celebrated designers and architects. As the leading international design authority, they continue to spotlight the very best in home, luxury, innovation, and global destinations. Today AD publishes nine international editions, and its brand has immeasurable influence in the world of interior design.

DISTRIBUTION: Worldwide	
COUNTRY	TOTAL VISITS
United States	2,400,000
United Kingdom	252,800
Canada	204,400
Australia	120,400
India	80,400

31% | 69%

MALE | FEMALE SKEW

48

AVERAGE AGE

\$94k

AVERAGE HHI

7.9M

UNIQUE MONTHLY VISITS

20M

PAGE VIEWS/MONTH

3

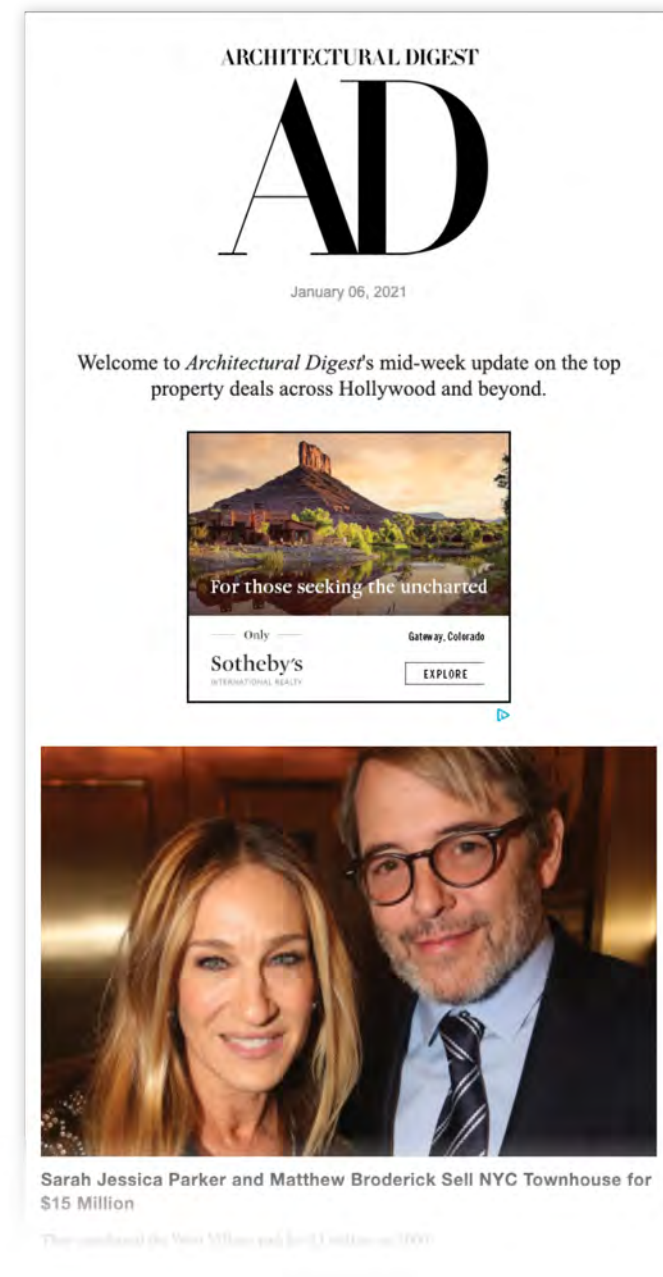
AVERAGE # PAGES/VISITOR



EXCLUSIVE

Ownership of Real Estate Landing Page

In 2021, the Sotheby's International Realty® brand has continued its exclusive ownership of a prominent placement on their website with a full year buyout of the real estate landing page.



WEDNESDAY EXCLUSIVE

Celebrity Real Estate Newsletter Sponsorship

Sotheby's International Realty® brand will sponsor the 1st issue of every month with brand banner ads and content. The newsletter is deployed every Wednesday and highlights the best of AD's celebrity home content, from new homes on the market to apartment tours and more.



Architectural Digest is the international authority for design, interior design and architecture. It is the style guide where experts and lovers of the creative world are witness, before anyone else, of the hottest trends, luxury homes, locales and works of art of the moment. Exclusive, fresh and vibrant, that is the AD universe. In 2020, AD Mexico celebrated its 20th anniversary.

DISTRIBUTION: National

COUNTRY	TOTAL VISITS
Mexico	426,026
Spain	114,475
Argentina	70,871
Colombia	55,616
United States	43,876

30% | 70%

MALE | FEMALE SKEW

40

AVERAGE AGE

892M

UNIQUE MONTHLY VISITS

2.7M

PAGE VIEWS/MONTH

2

AVERAGE # PAGES/VISITOR



EXCLUSIVE

Architecture Section Sponsorship

In 2021, the Sotheby's International Realty® brand will sponsor an exclusive takeover of the Architecture section for 7 days of every month and will showcase exclusive listings through run of site brand banners.



Destacados →



20th anniversary
of AD Mexico



2020 Design
Icons



Create your own
AD cover



The most famous
sustainable
buildings in the
world



Bloomberg

Bloomberg delivers the people who manage & control the world’s money. Intelligence for the new era of business. Unmatched global news gathering. Celebrated data superiority. Expert analysis and proprietary technology that distills what 76MM+ worldwide business decision-makers need.

By combining the sophistication of Pulitzer Prize-winning journalism with the speed and innovation only a data and technology company can deliver, Bloomberg connects influential audiences to real news, ideas and intelligence as no other source can.

DISTRIBUTION: Worldwide	
COUNTRY	TOTAL VISITS
United States	32,413,661
United Kingdom	3,092,327
Canada	2,842,709
India	2,463,160
Singapore	1,072,607

60% | 31%

MALE | FEMALE SKEW

43

AVERAGE AGE

\$193k

AVERAGE HHI

76M

UNIQUE MONTHLY VISITS

459M

PAGE VIEWS/MONTH

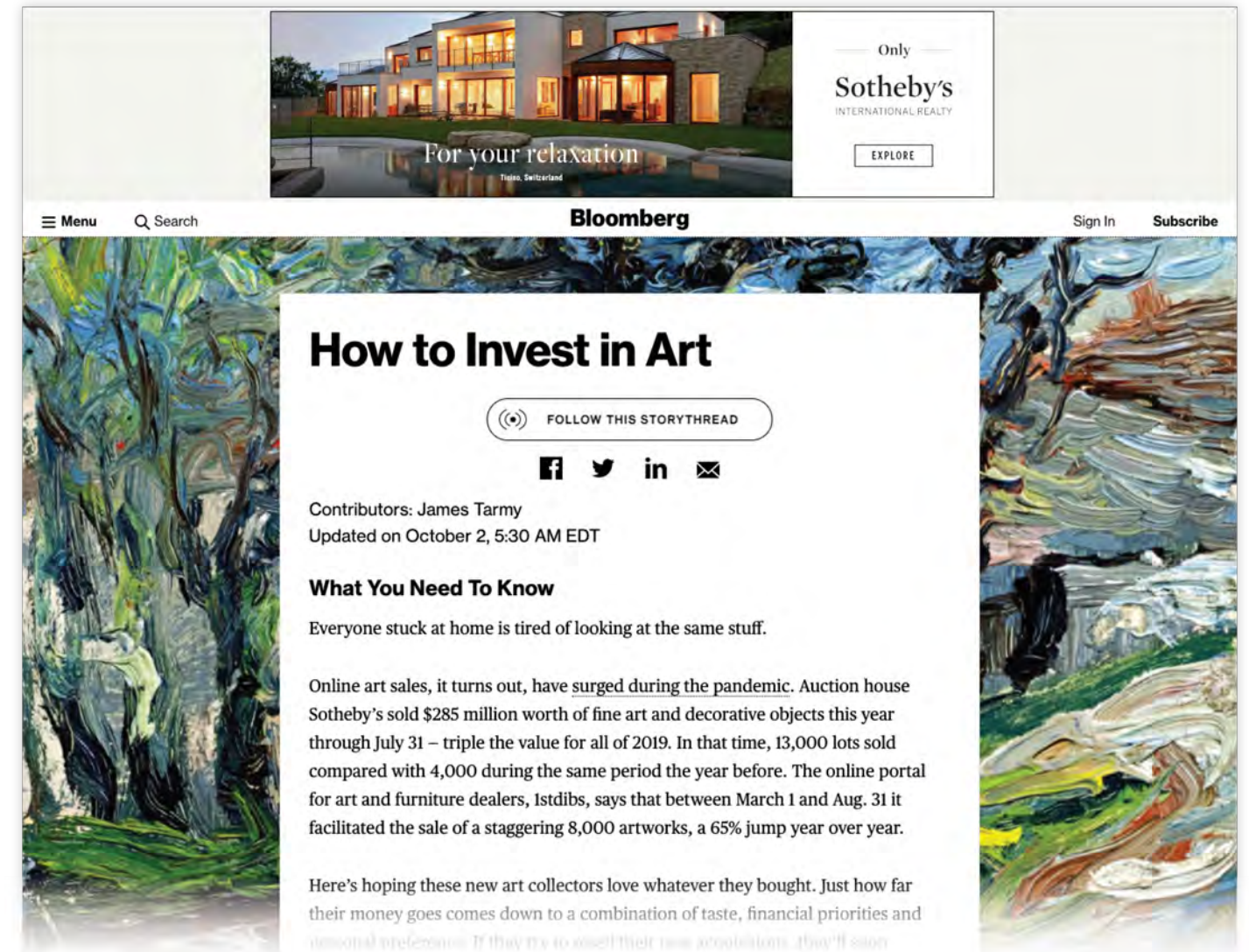
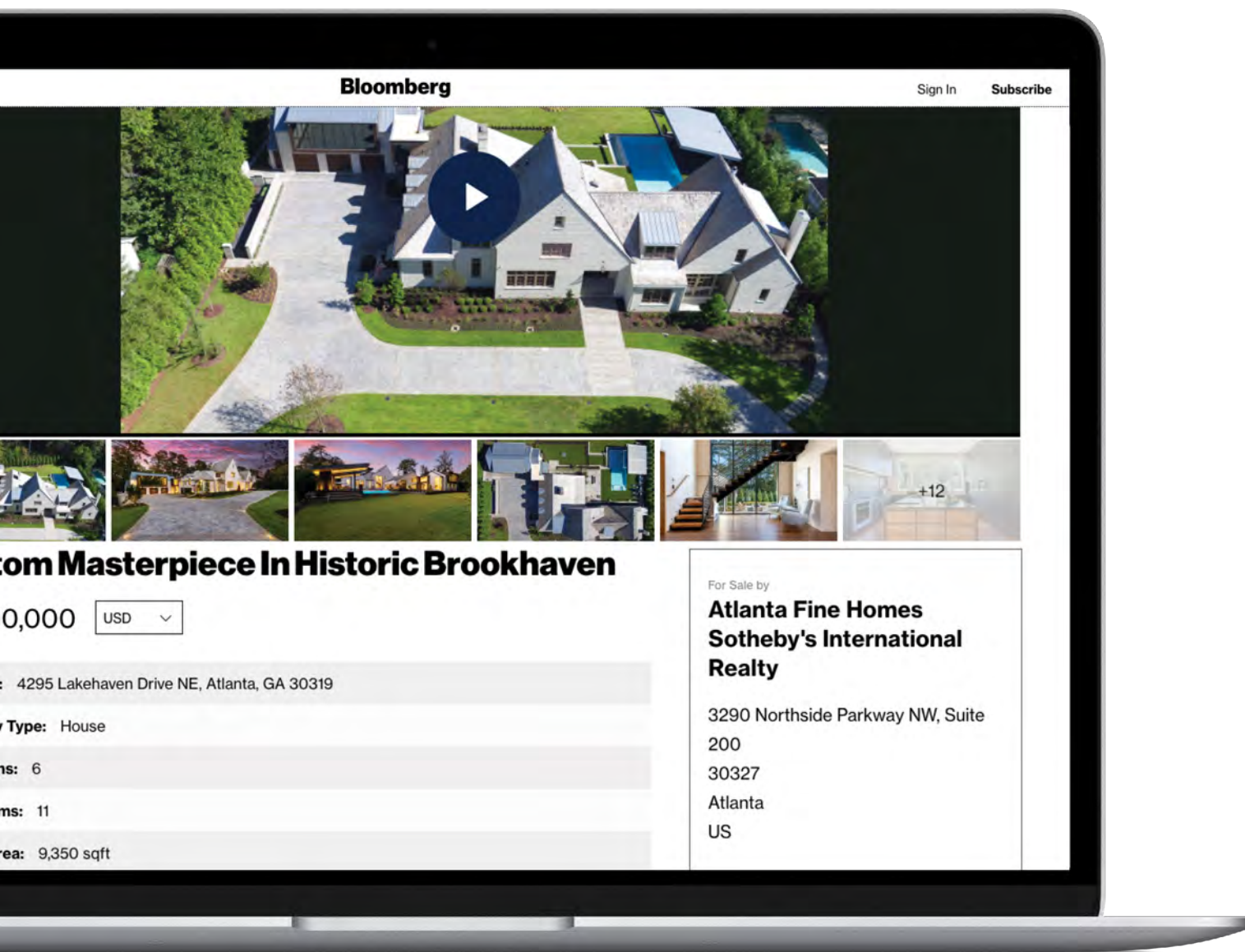
5

AVERAGE # PAGES/VISITOR



Property Listing Distribution - Bloomberg Pursuits

Bloomberg Property Listings showcases global luxury real estate in a searchable manner to the highly affluent Bloomberg.com audience.



Masterclass Guides Sponsorship

Bloomberg's trusted voice and tremendous scale will allow the Sotheby's Internatoinal Realty brand to reach a core highly affluent audience by sponsoring a regular series of articles focused on buying and selling residential real estate and the luxury market.



As the leading voice for modern design, architecture and interiors, Dwell.com reaches an affluent, sophisticated, and design-savvy audience. Reaching over 2.6 million unique monthly visitors, Dwell has been a modern design icon for the past 18 years.

Becoming a staple in the 2021 media plan, the Sotheby’s International Realty® brand will leverage Dwell’s dedicated audience of highly affluent consumers to uniquely showcase the modern properties represented by our network.

DISTRIBUTION: Worldwide	
COUNTRY	TOTAL VISITS
United States	1,545,600
Canada	154,000
United Kingdom	61,180
Australia	43,700
Poland	32,200

42% | 58%

MALE | FEMALE SKEW

39

AVERAGE AGE

\$160k

AVERAGE HHI

2.6M

UNIQUE MONTHLY VISITS

28M

PAGE VIEWS/MONTH

4

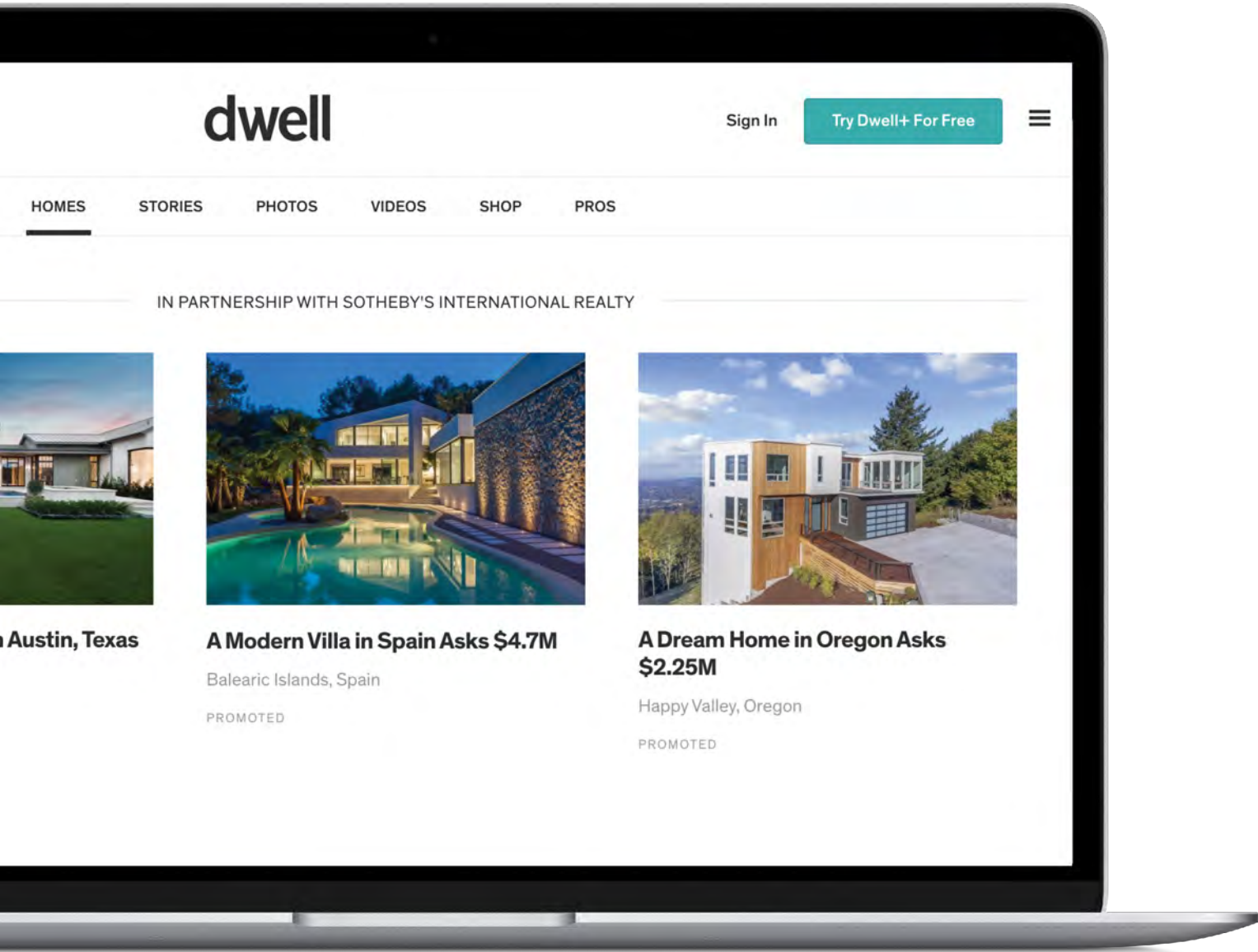
AVERAGE # PAGES/VISITOR



EXCLUSIVE

Homes & Real Estate Channel Sponsorship

Run-of-site banners and brand content will be used to sponsor Dwell’s Homes and Real Estate channels throughout the year, in addition to scheduled ad placements on the dwell.com homepage and article pages.



Featured Homes

Sotheby’s International Realty will receive a fixed placement to promote key homes within the Dwell Homes Channel, Real Estate Section, e-newsletters and a monthly homepage feature.



Instagram & Facebook Amplification

Levering Dwell’s 2.1MM + engaged Instagram audience of home enthusiasts, Sotheby’s International Realty will highlight select featured properties for inclusion in Dwell’s monthly property showcase. This promotion will also feed to their Facebook audience, reaching an additional 913k+ consumers.



Grupo Expansión is a Mexican media group that publishes 10 Spanish language titles – including Expansión, ELLE, Aire, and Quién- that reach over 30 million readers in both print and digital.

Expansión, the multi-platform business outlet that covers finance, technology, marketing, art, and lifestyle will launch its first real estate platform with Sotheby’s International Realty®.

DISTRIBUTION: Worldwide	
COUNTRY	TOTAL VISITS
Mexico	6,168,000
United States	306,400
Colombia	251,200
Argentina	248,800
Spain	170,400

60% | 40%

MALE | FEMALE SKEW

45

AVERAGE AGE

5M

UNIQUE MONTHLY VISITS

14M

PAGE VIEWS/MONTH

1.5

AVERAGE # PAGES/VISITOR



EXPANSION

omía Tecnología Mercadotecnia Política Internacional Opinión Life and Style Obras Inmobiliario Más

Encuentra la casa de tus sueños

En Alianza con

Sotheby's
INTERNATIONAL REALTY

País, municipio, barrio...

BUSCAR

AVANZADO

39,739 casas y pisos en venta

Ordenar por: **Los más antiguos** ▼



Property Listing Distribution

Expansión is the first Latin American title in our Listing Syndication Program. Powered by James Edition, this strategic alliance will launch the first fully responsive multi-lingual, luxury real estate content and listings in Mexico. This is also the first international real estate platform in the Mexican market.

For the full year of 2021, Sotheby's International Realty properties will be promoted and served through the new real estate portal on the site.

FINANCIAL TIMES

The Financial Times (FT) is one of the world's leading business news organizations, recognized internationally for its authority, integrity and accuracy. Providing essential news, comment, data and analysis for the global business community, the FT has a combined paid print and digital circulation of over 1MM. Mobile is an increasingly important channel for the FT, driving more than half of total traffic to the world's most desirable audience, with the largest purchasing power and highest net worth.

The Financial Times reaches those influencing the political and corporate world who are also high-net-worth consumers seeking out the best life has to offer. With over 6 million registered users, the FT reaches the world's most influential budget-holders and opinion-makers.

DISTRIBUTION: Worldwide	
COUNTRY	TOTAL VISITS
United States	8,000,407
United Kingdom	7,037,952
Canada	888,116
India	733,409
Germany	656,142

83% | 17%

MALE | FEMALE SKEW

48

AVERAGE AGE

\$312k

AVERAGE HHI

35M

UNIQUE MONTHLY VISITS

218M

PAGE VIEWS/MONTH

2

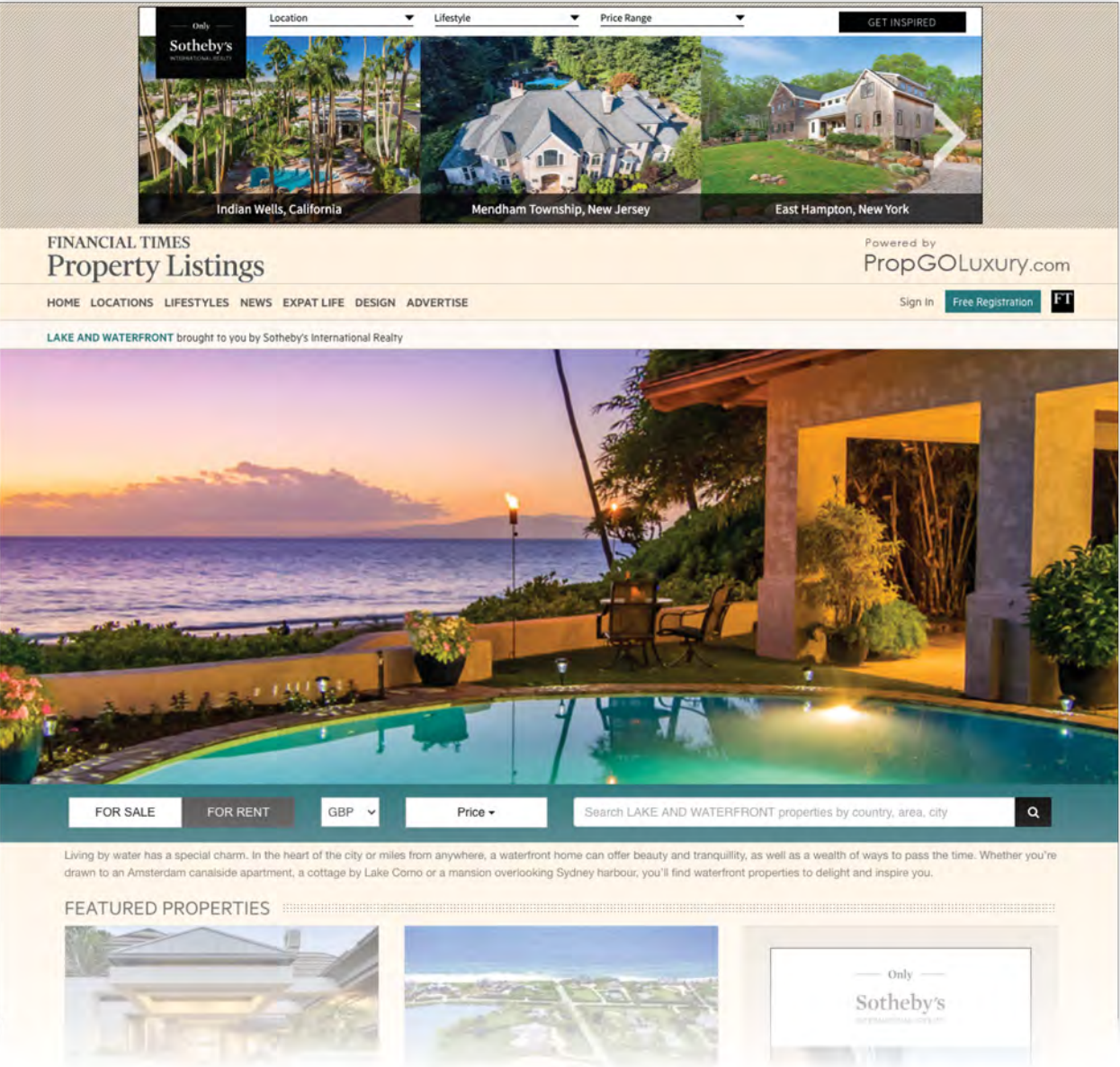
AVERAGE # PAGES/VISITOR



EXCLUSIVE

Property Listing & Lifestyle Search Sponsorship

The Sotheby's International Realty brand will remain as the exclusive lifestyle search partner on propertylisting.ft.com and in FT print advertisements.



EXCLUSIVE

House & Home Sponsorship

Sotheby's International Realty will sponsor an exclusive takeover for all of 2021, making the House & Home section and House & Home Unlocked e-newsletter the ultimate destination for the FT audience.



ImmobilienScout24 (ImmoScout) is the leading real estate portal on the German-speaking Internet and the No. 1 for real estate. Every month supporting over 15 million people with a wide range of services, innovative products, and valuable decision-making aids for all buyers and renters.

ImmoScout is Germany's largest real estate marketplace and is the primary destination for German consumers looking to buy homes.

The 2021 partnership allows the Sotheby's International Realty® brand to leverage a strategic blend of property advertising and consumer targeting via social media advertising to further reach an ever-expanding global audience.

DISTRIBUTION: Europe-wide

COUNTRY	TOTAL VISITS
Germany	37,183,000
Switzerland	234,840
United States	203,528
United Kingdom	156,560
Netherlands	152,646

46% | 54%

MALE | FEMALE SKEW

39

AVERAGE AGE

12M

UNIQUE MONTHLY VISITS

140M

PAGE VIEWS/MONTH

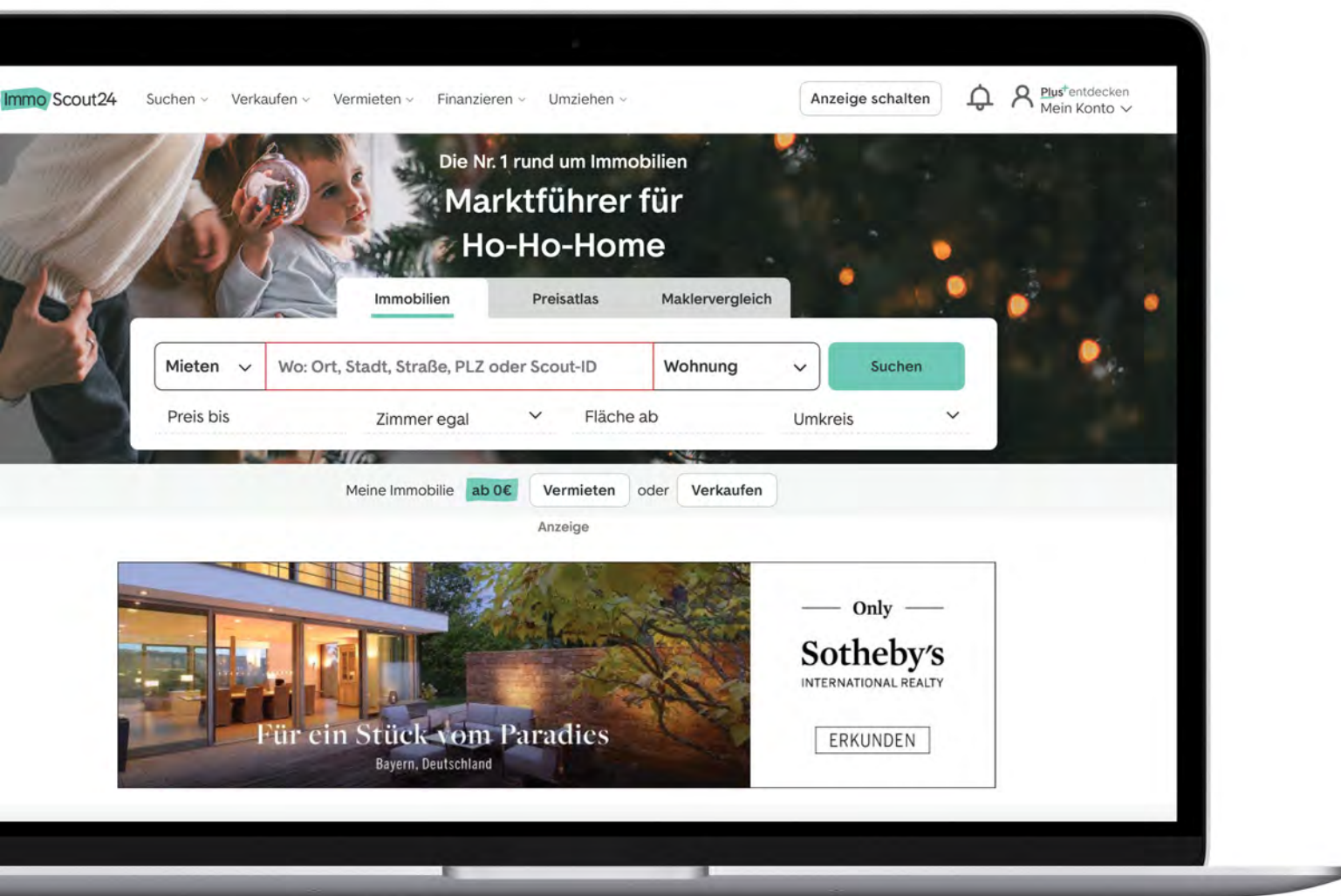
8

AVERAGE # PAGES/VISITOR



Brand Ad Units

The new campaign will showcase the Sotheby's International Realty brand's exclusive listings to targeted consumers through run-of-site property banner ads and will also be featured on property search result pages.



Facebook Advertising

Across the ImmoScout Facebook page, brand banner ads will be promoted to drive traffic to Sotheby's International Realty listings.



JamesEdition is the world’s first and largest luxury marketplace to span across product categories and offer high-end items from dealers across the world. The exquisite items curated by JamesEdition range from celebrity-owned luxury estates to rare supercars. Their cutting-edge technology lets consumers find and compare listings from submarines to luxury real estate. The site reaches more than 550,000 potential buyers from 120 countries each month.

DISTRIBUTION: **Worldwide**

COUNTRY	TOTAL VISITS
United States	176,000
United Kingdom	27,500
Germany	27,500
Canada	22,000
France	16,500

70% | 30%

MALE | FEMALE SKEW

45

AVERAGE AGE

\$250k

AVERAGE HHI

550k

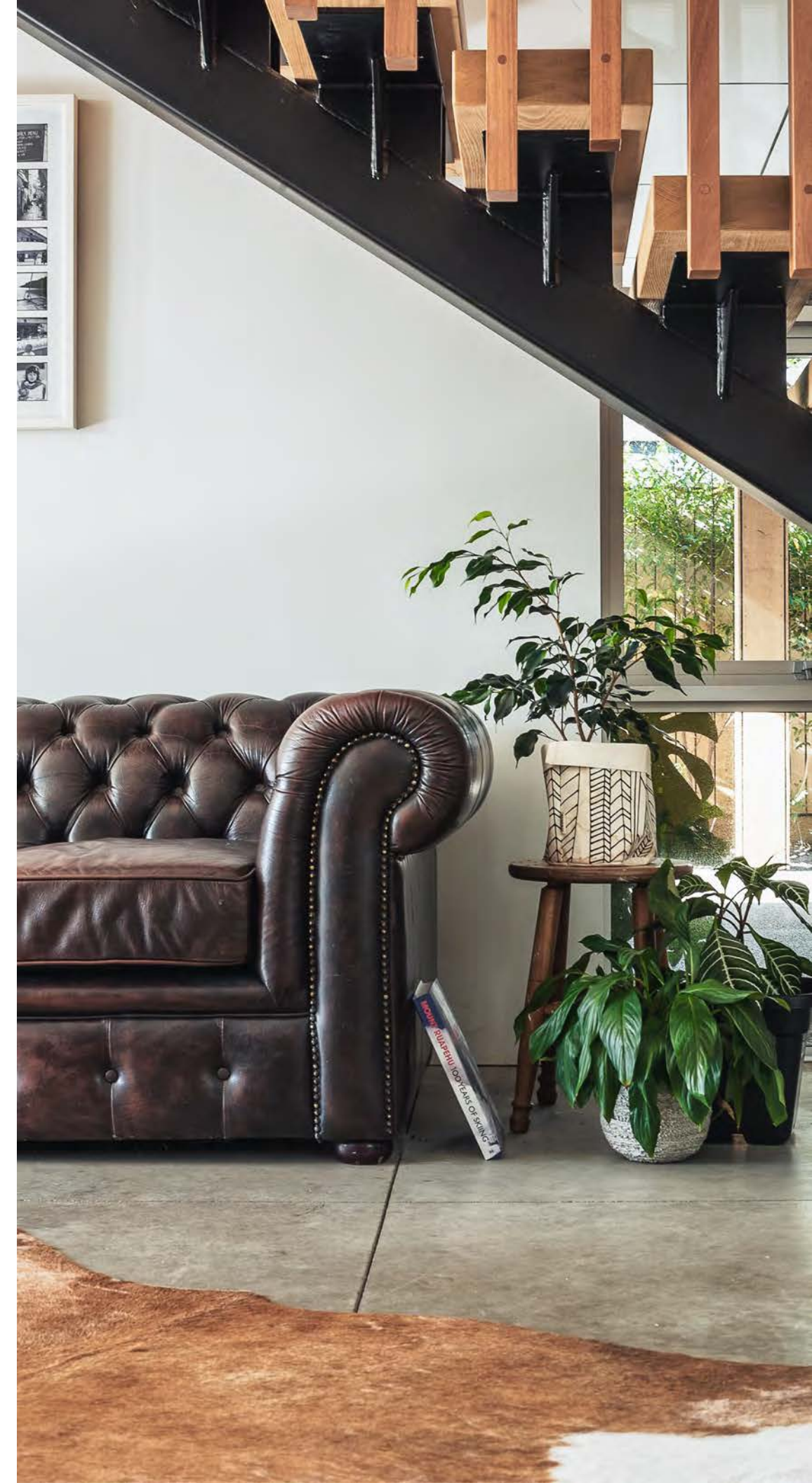
UNIQUE MONTHLY VISITS

5.5M

PAGE VIEWS/MONTH

8

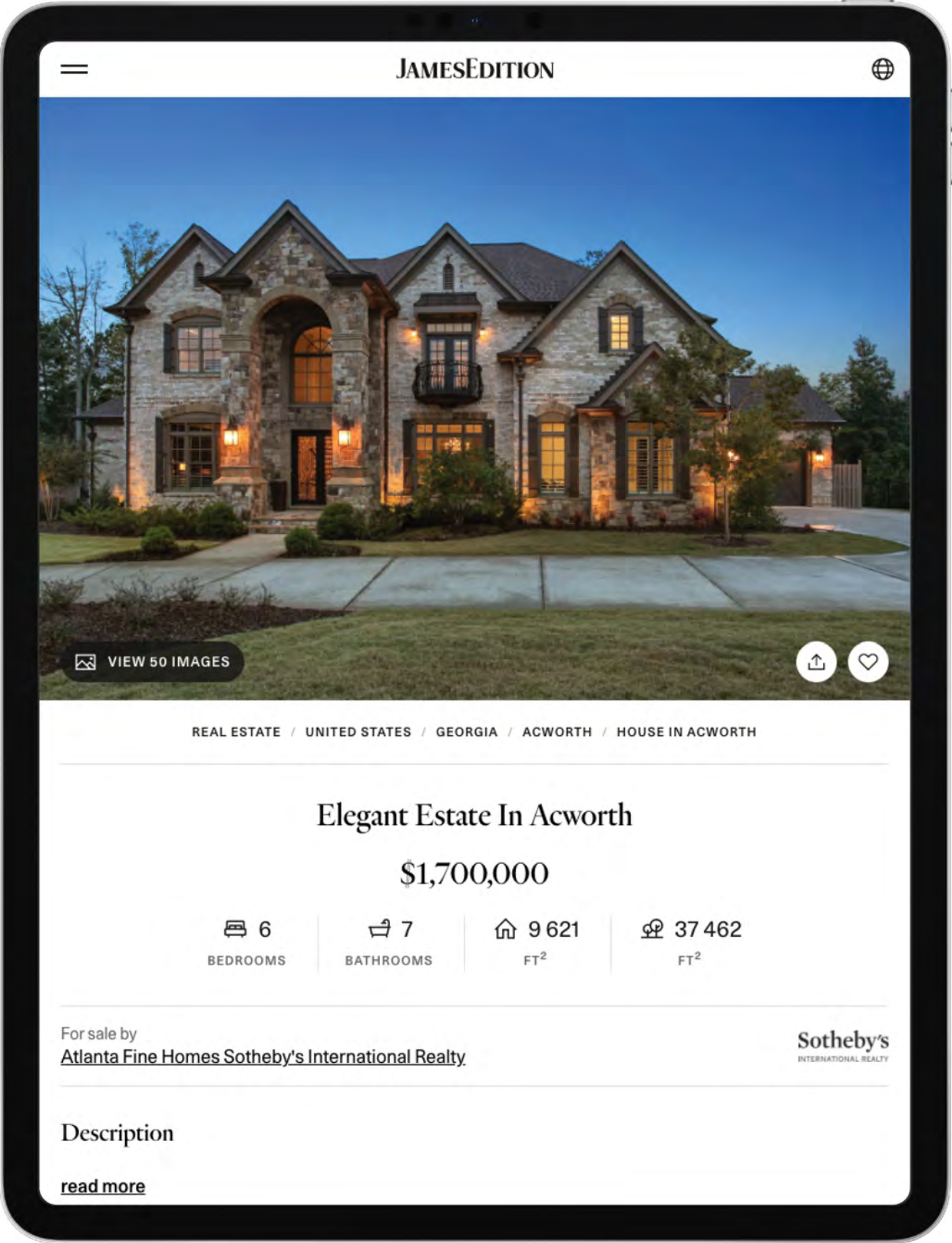
AVERAGE # PAGES/VISITOR



Property Distribution - Bloomberg and Expansión Activation

Sotheby's International Realty properties are displayed with up to 40 exceptionally high-quality (retina display quality) images, description, listing agent and office contact information on the JamesEdition Real Estate page.

Property visibility is also expanded through the James Edition media network by receiving additional activation across global partnerships with Bloomberg and Expansion.





Juwai.com is the No. 1 Chinese international property portal and is the exclusive international property partner of Tencent, China's internet giant and operator of WeChat. Juwai.com has more than 5.5 million Chinese-speaking users and showcases more than 6 million listings from over 111 countries. Juwai.com was named the top international real estate website in China by the country's peak e-commerce body for two years running and is a winner of the prestigious Red Herring Global Top 100 Award for excellence in startups.

To maintain reach in China, the Sotheby's International Realty® brand will continue its syndication and advertising partnership with Juwai.com in 2020. This ensures greater visibility to Chinese consumers searching for homes worldwide.

DISTRIBUTION: 57% China | 43% Worldwide

COUNTRY	TOTAL VISITS
China	3,135,000
Hong Kong	516,450
United States	350,350
Canada	137,500
Australia	123,750

63% | 37%

MALE | FEMALE SKEW

45

AVERAGE AGE

\$265k

AVERAGE HHI

5.5M

UNIQUE MONTHLY VISITS

7M

PAGE VIEWS/MONTH

3

AVERAGE # PAGES/VISITOR



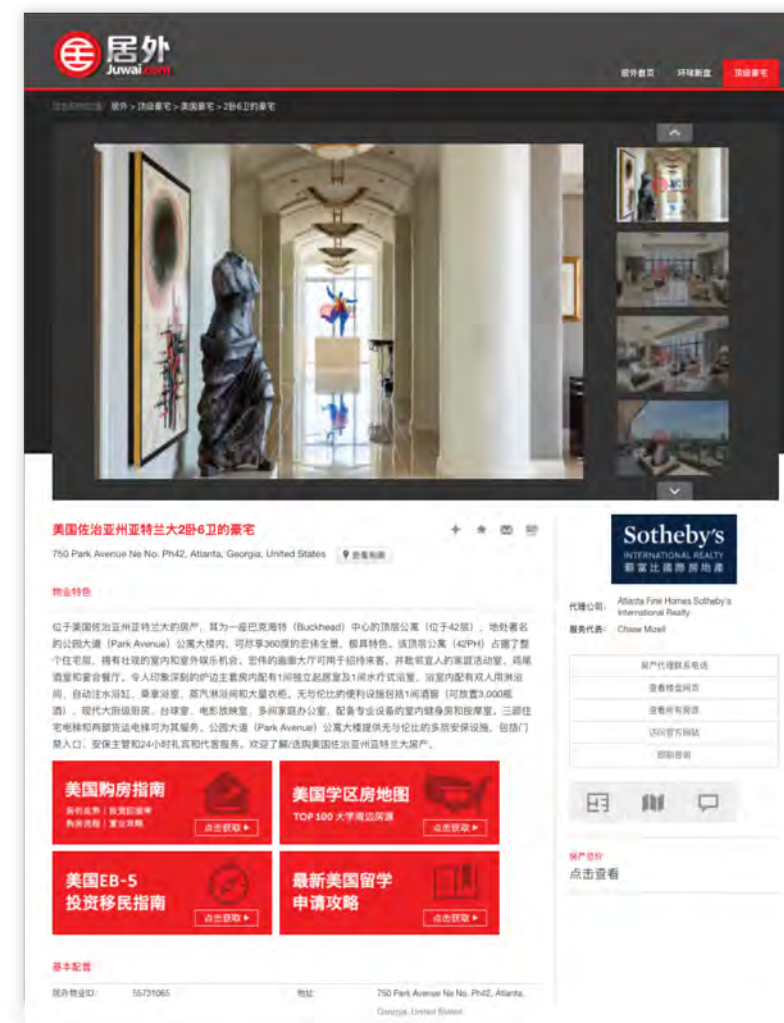


Listing Distribution & Brand Listing Page

Juwai will provide 12 months of property syndication and promotion for all Sotheby's International Realty® brand properties during 2021. The brand's Chinese translated company page on Juwai.com will also continue to be a staple in this year's campaign.

Content Promotion & Social Media

Sotheby's International Realty editorial content will be translated and showcased on Juwai.com once a month and select homes will be promoted across Wechat, Weibo and Toutiao as carousel ads targeting those who have searched for high value properties.



LUXE Channel

Juwai will provide the Sotheby's International Realty brand with the ability to feature select properties on the Juwai LUXE platform for 12 months on a rotating schedule. This is the ultra-luxury channel on Juwai.com dedicated to homes \$3 million USD and above.



LuxuryEstate.com provides the largest selection of world-class \$1 million-plus properties from 130 countries.

The website and the mobile apps generate over 1,900,000 visits and 15 million page views each month, making LuxuryEstate.com a leading portal in the international luxury real estate market.

LuxuryEstate.com has a strong international audience with users coming from more than 130 countries around the world enabled by the 16 languages available on the portal including: English, French, German, Russian, Spanish, Portuguese, Italian, Dutch, Turkish, Greek, Hebrew, Japanese, Chinese, Polish, Arabic and Korean.

DISTRIBUTION: Worldwide	
COUNTRY	TOTAL VISITS
United States	1,730,000
Spain	1,500,000
France	1,470,000
Italy	1,230,000
Germany	1,190,000

54% | 46%

MALE | FEMALE SKEW

45

AVERAGE AGE

\$3.6M

AVERAGE HHI

1.9M

UNIQUE MONTHLY VISITS

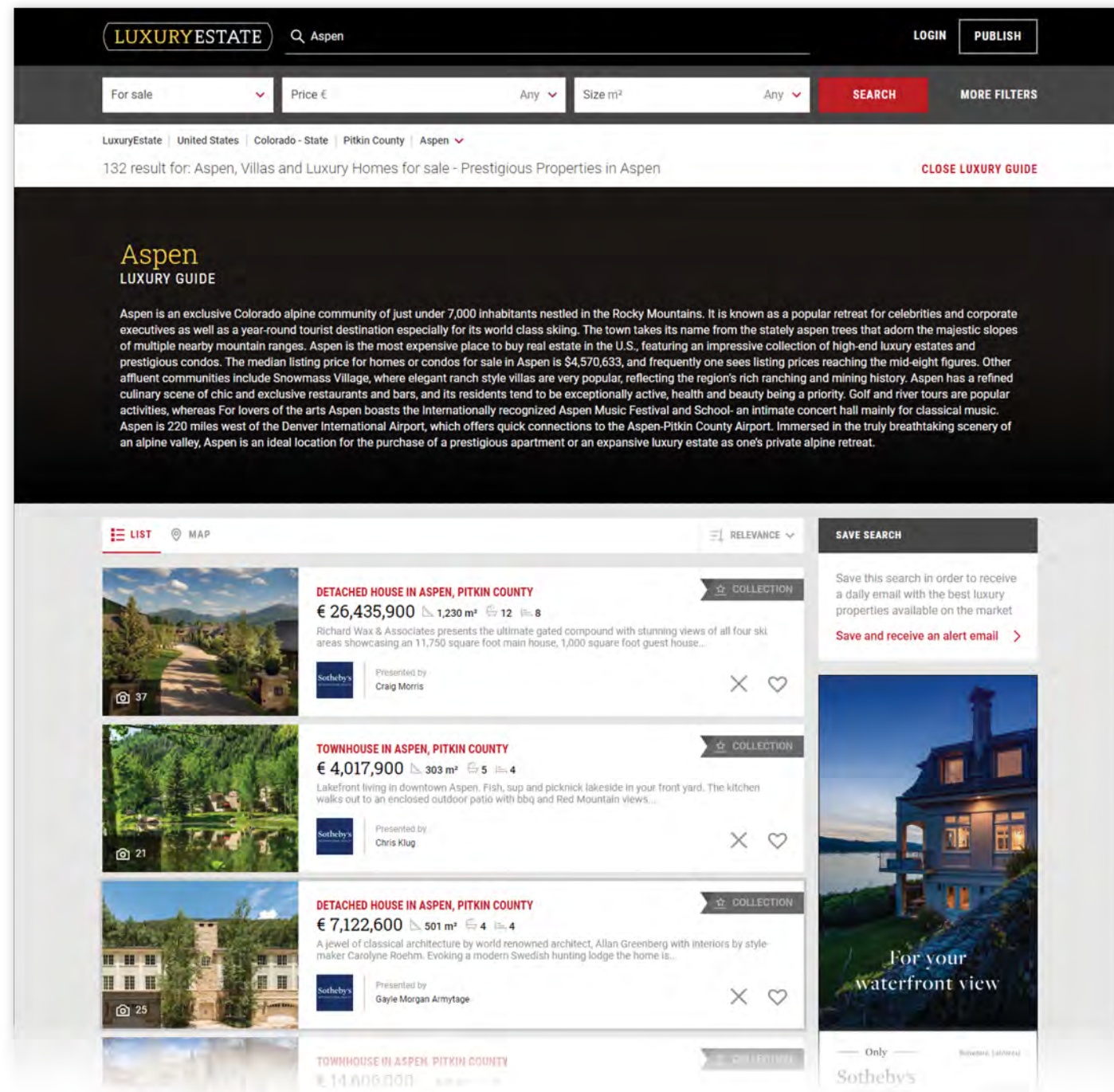
15M

PAGE VIEWS/MONTH

8

AVERAGE # PAGES/VISITOR



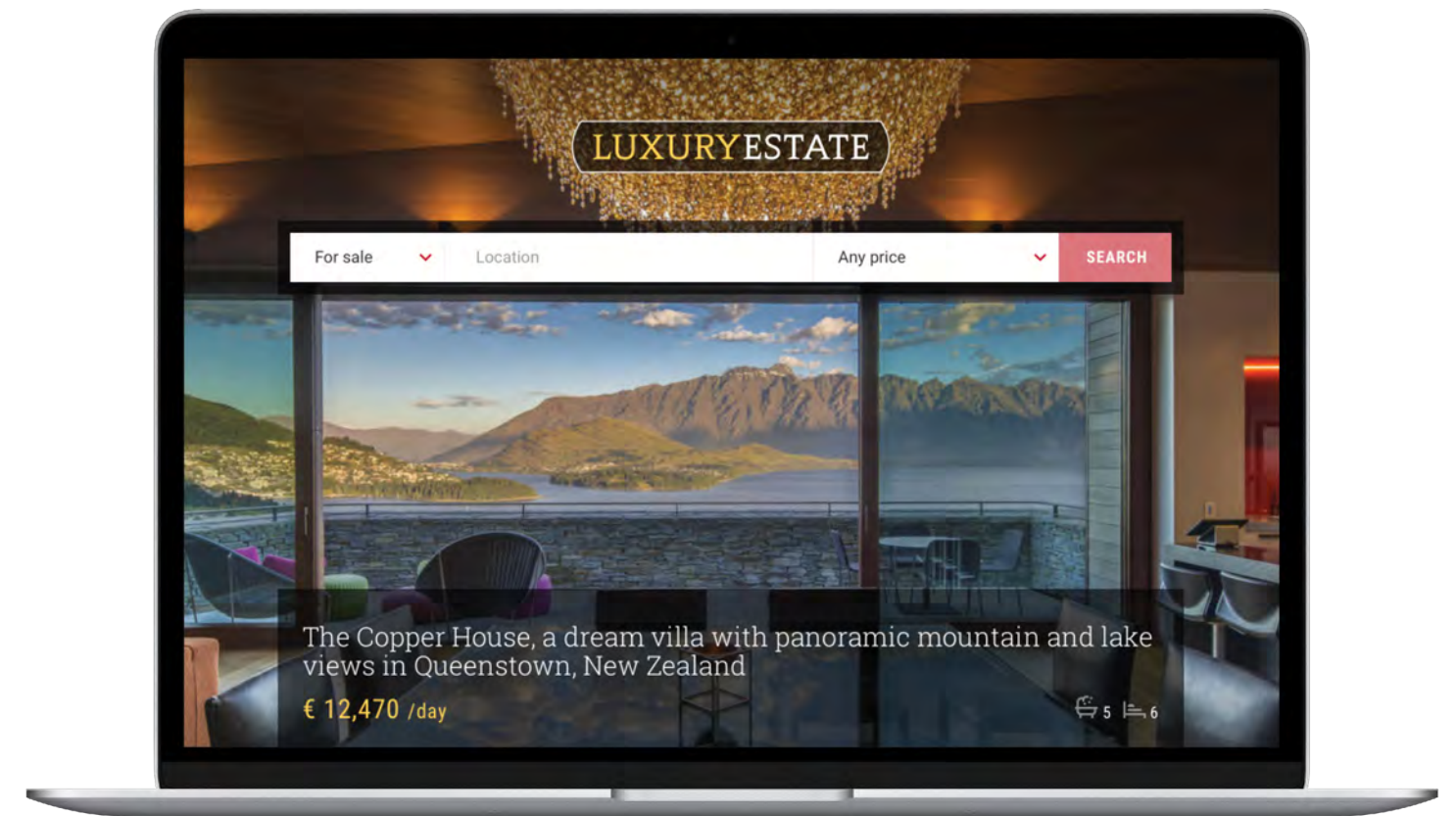


Property Distribution

LuxuryEstate.com will feature properties from the Sotheby's International Realty® brand along with a detailed property description and sales associate contact information that is translated into each language available on the website, 11 currencies and two units of measurement.

Property Showcase

The showcase allows the Sotheby's International Realty brand to promote a property on the Luxury Estate homepage every month.



Brand Content Promotion

Sotheby's International Realty brand editorial content will be featured each quarter.



MANSION GLOBAL

Launched in 2015, Mansion Global is the premier digital destination connecting the world's most affluent real estate buyers with prestigious properties around the globe. Through relevant, timely listings and award-winning content, their multilingual platform is localized to address the interests of international property seekers. Luxury listings are combined with global market analysis as well as relevant news & entertaining stories — all to empower and inspire users to make informed real estate decisions.

DISTRIBUTION: Worldwide	
COUNTRY	TOTAL VISITS
United States	1,369,824
United Kingdom	280,705
Canada	197,659
India	119,209
South Africa	56,861

62% | 38%

MALE | FEMALE SKEW

45

AVERAGE AGE

\$209k

AVERAGE HHI

2.9M

UNIQUE MONTHLY VISITS

7.1M

PAGE VIEWS/MONTH

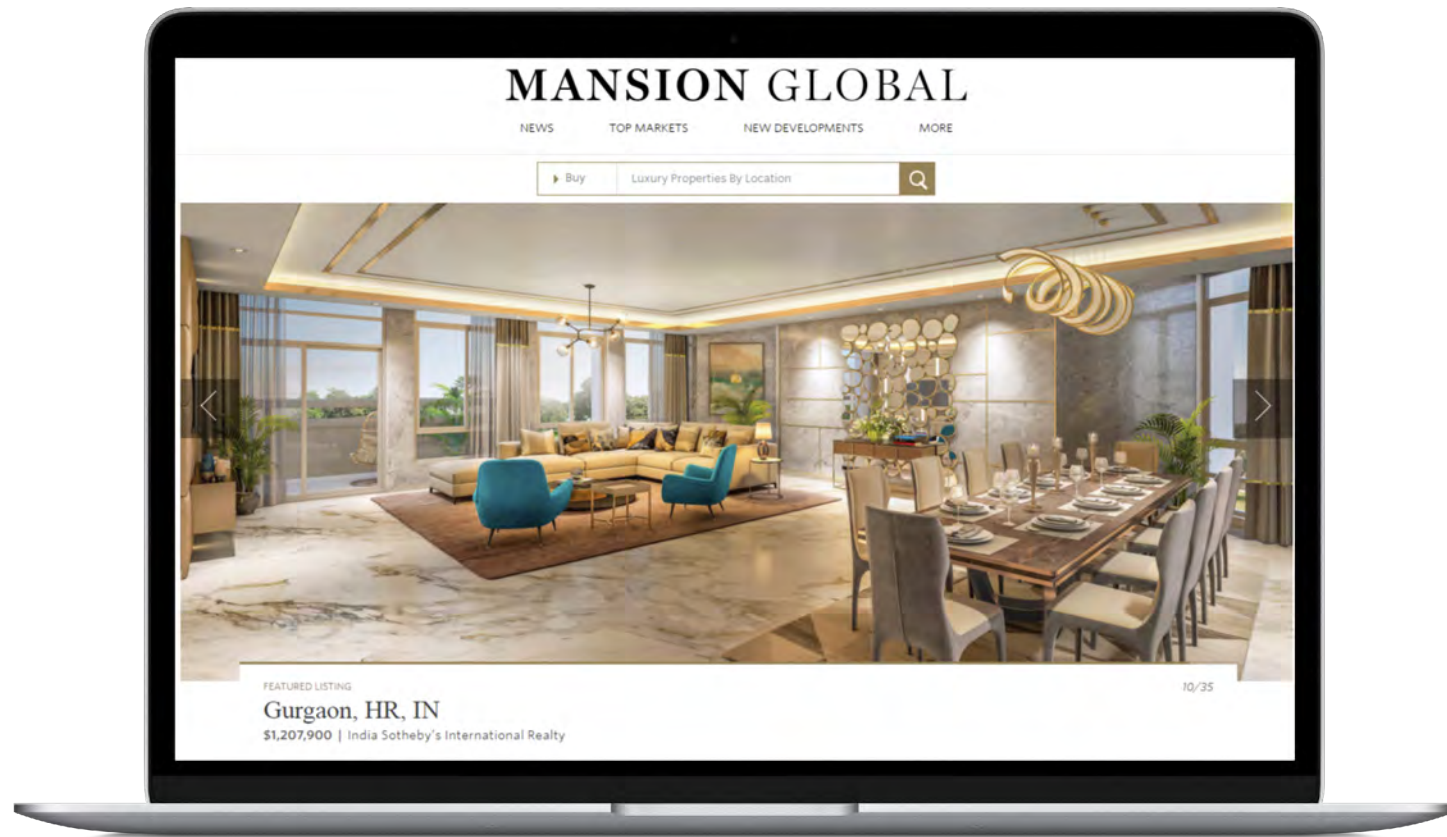
2

AVERAGE # PAGES/VISITOR



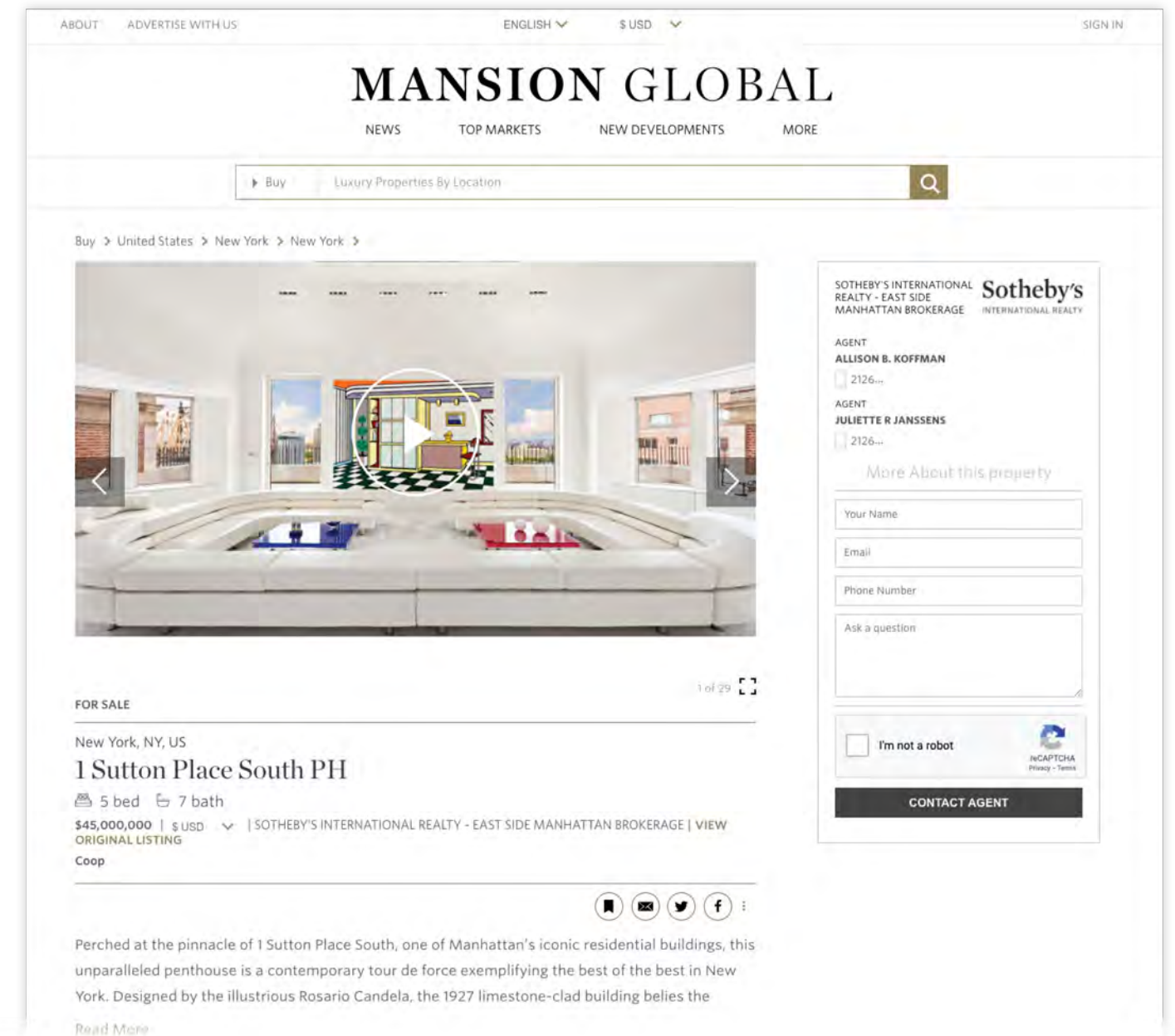
Property Listing Distribution

Sotheby's International Realty listings are listed and searchable across the following platforms: The Wall Street Journal, Mansion Global, Barron's and Marketwatch, connecting exceptional properties to a high-net-worth audience



Home Page Hero

The homepage hero carousel showcases Sotheby's International Realty's most exceptional properties in the most high-impact way, and have received 45x more visits and 35x more page views than listings featured anywhere else on Mansion Global.





The Sotheby’s International Realty® brand continues its exclusive partnership with the Nikkei, the most influential news publication in Japan and one of the major media powerhouses in the world.

This alliance enables the brand to generate Japanese buyer interest through Nikkei’s digital platform which reaches over 50 million monthly readers. The Sotheby's International Realty brand is the first real estate brand to present property listings outside of Japan to readers of Nikkei, giving Japanese consumers access to residential real estate offerings in 72 countries and territories.

DISTRIBUTION: Worldwide	
COUNTRY	TOTAL VISITS
Japan	46,756,080
United States	887,040
China	609,840
Taiwan	216,720
Singapore	211,680

78% | 22%

MALE | FEMALE SKEW

50

AVERAGE AGE

9M JPY

AVERAGE HHI

50.4M

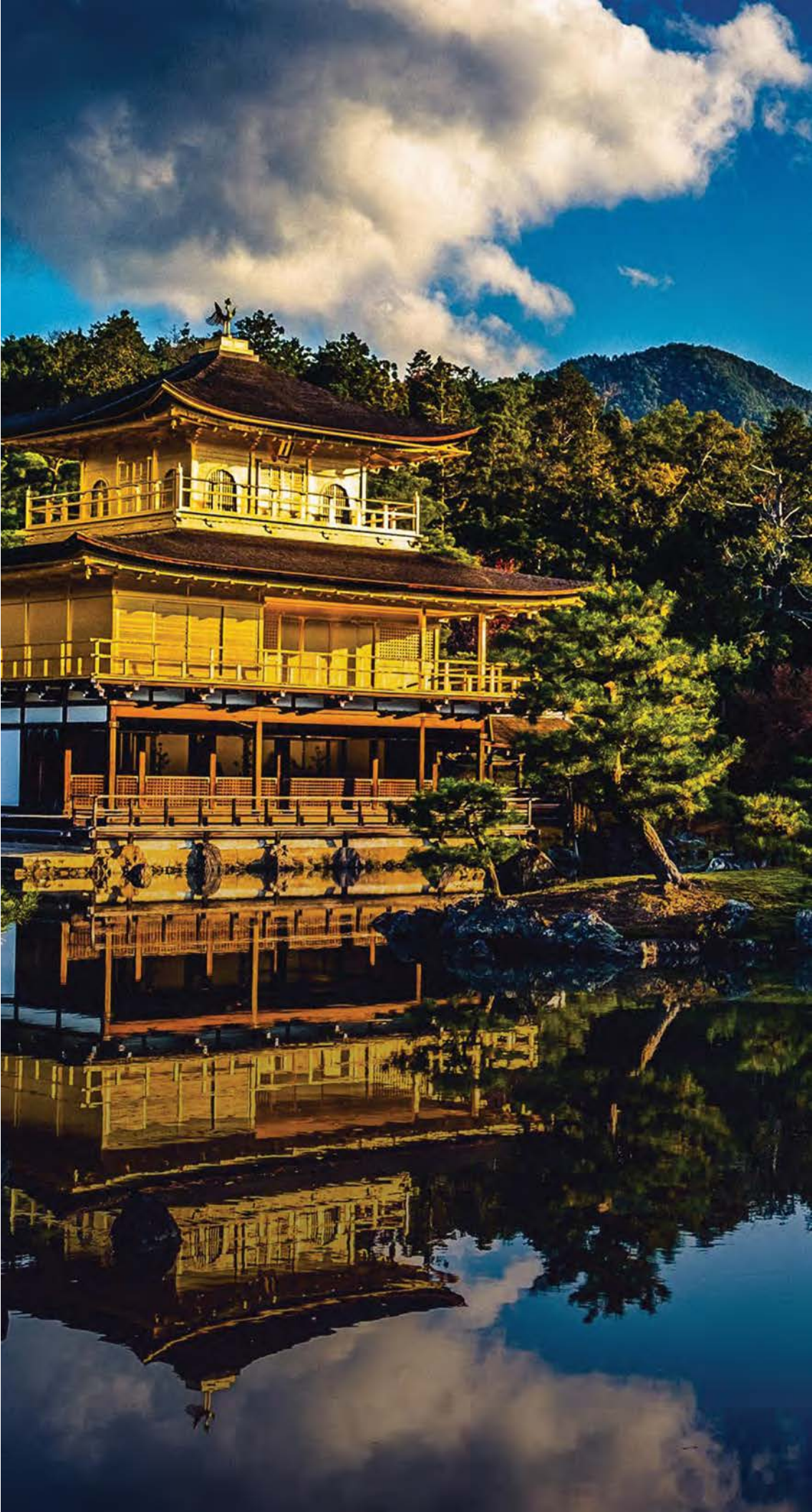
UNIQUE MONTHLY VISITS

285M

PAGE VIEWS/MONTH

9

AVERAGE # PAGES/VISITOR



The New York Times

At a time when people are looking for a single, trusted source for their news across platforms, The Times is working to meet their needs in every form, from the written word to visual to audio to television and streaming.

Since 1851, The New York Times has provided exceptional depth of quality news and information surrounding the most important issues on a local, national, and global level. Nominated for 23 Emmy® Awards (2020), in addition to having won 130 Pulitzer Prizes, The New York Times has consistently set the bar among leading news brands.

The New York Times is the most subscribed to digital media news organization in the world. With over 7 million total paid subscriptions, and now serving over 163 million global digital consumers each month, NYTimes.com has successfully applied the same expectations and meticulous standards to the digital world as with print in more than 200 countries and territories.

The Sotheby’s International Realty® brand blends exclusivity, dominance, and new trail-blazing technology with a strategic focus on mobile innovation to reach an ever-expanding global audience.

DISTRIBUTION: Worldwide	
COUNTRY	TOTAL VISITS
United States	118,671,000
Canada	7,904,000
India	7,011,000
United Kingdom	5,957,000
Australia	3,296,000

44% | 56%

MALE | FEMALE SKEW

44

AVERAGE AGE

\$91k

AVERAGE HHI

163M

UNIQUE MONTHLY VISITS

874M

PAGE VIEWS/MONTH

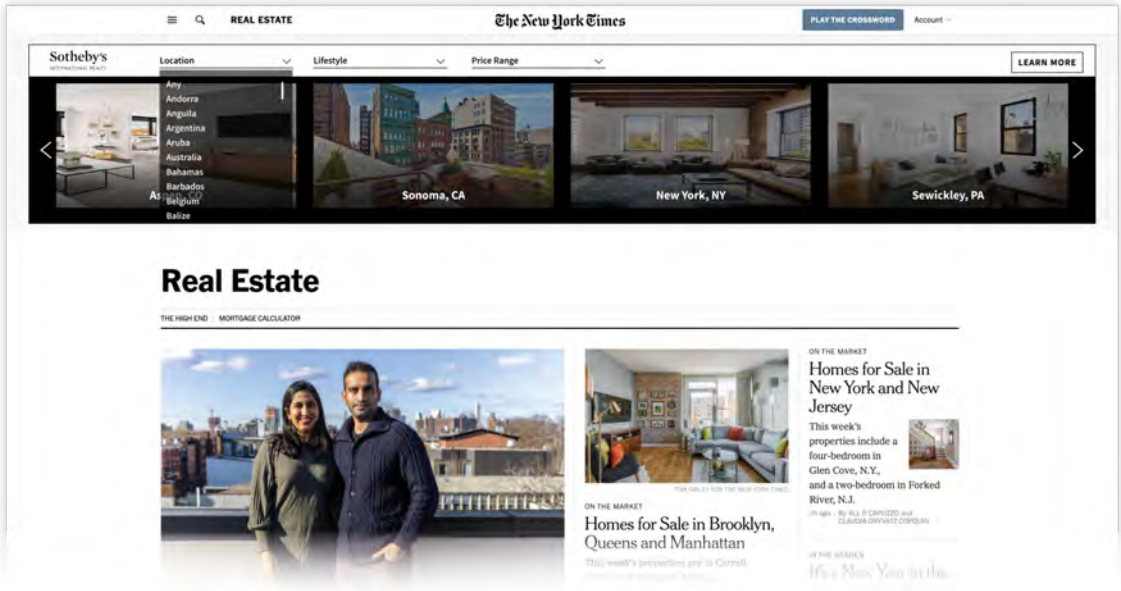
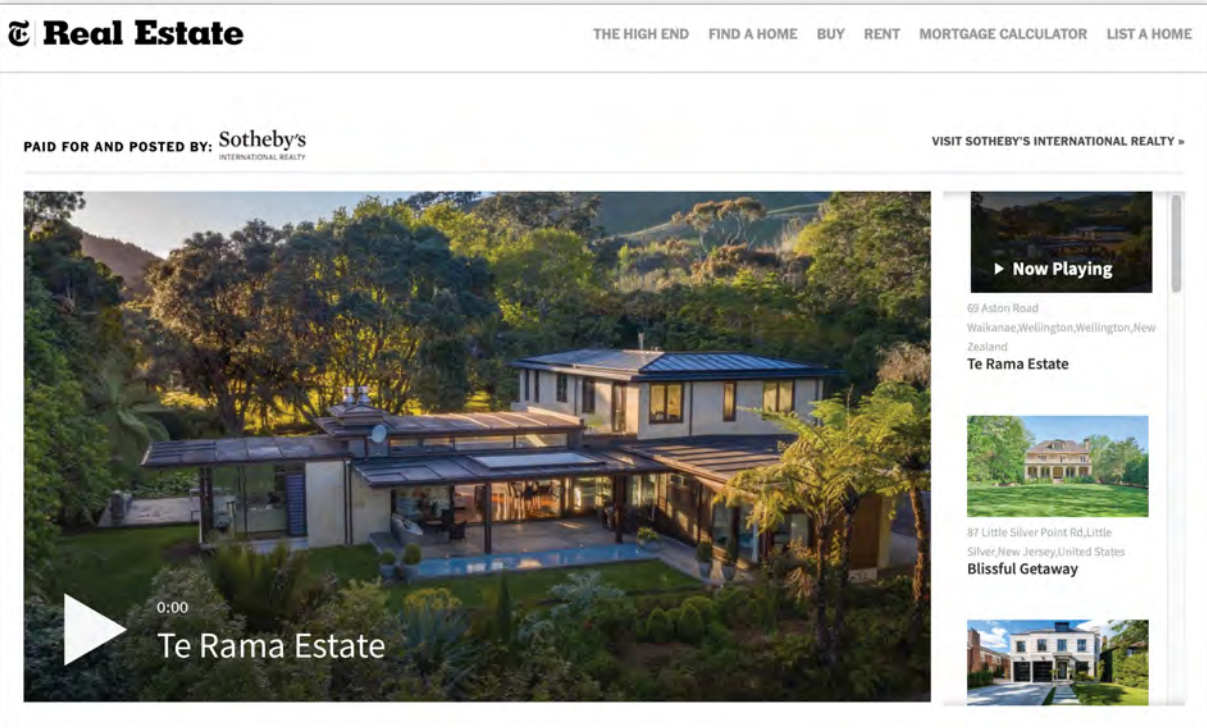
30

AVERAGE # PAGES/VISITOR



Real Estate & The High End Landing Page Sponsorship

Sotheby's International Realty will have ownership of the real estate section front page and The High End landing page that will showcase property video modules and high-impact property ad units.



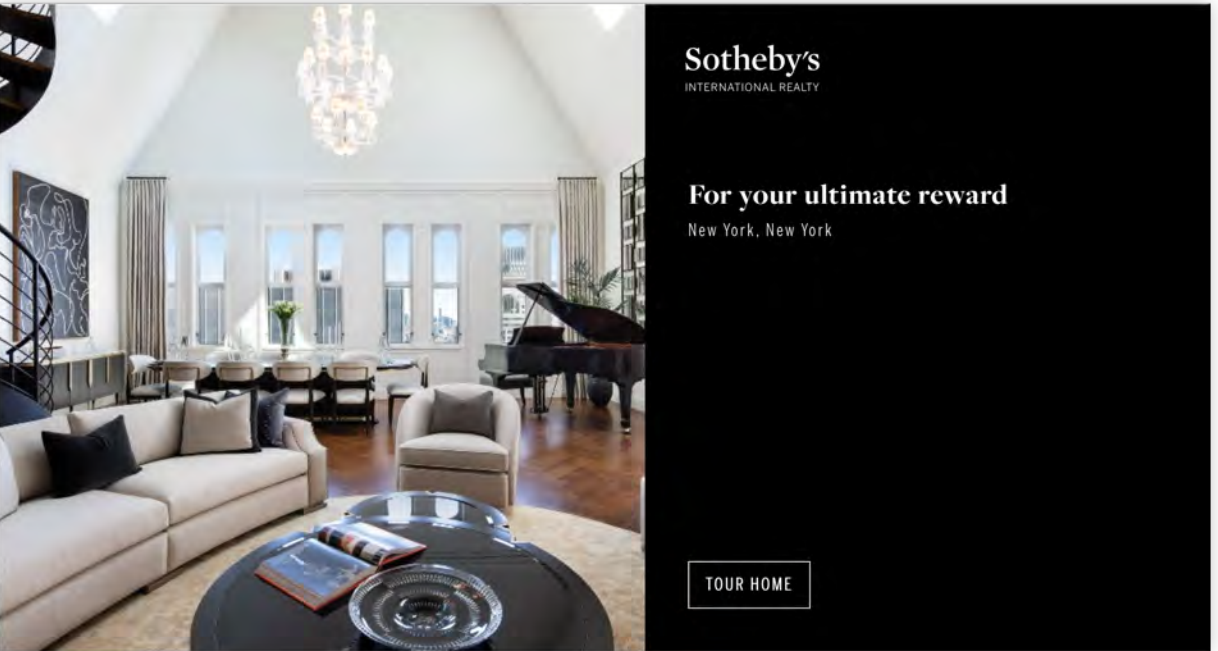
Property Listing Search Unit

Custom feed-based listing search unit that will pull from the Sotheby's International Realty listing distribution feed giving buyers and sellers direct access to exclusive homes across the Real Estate, Business and DealBook sections of nytimes.com.

EXCLUSIVE

Real Estate Slideshow

Our ongoing exclusive sponsorship of the real estate section slideshows provides high performing branding and lead generation for the featured properties.



PropGOLuxury.com

PropGOLuxury owns and operates a leading luxury real estate portal for English and Chinese readers. Through a series of extensive publishing partnerships, PropGOLuxury powers the real estate distribution and search platforms for leading publications including The New York Times China Edition, The Financial Times, South China Morning Post, Singapore Press Holdings Z-Property, Luxury Insider, Financial Times Chinese, Reuters, Nikkei, Bloomberg and Expansión.

DISTRIBUTION: Worldwide	
COUNTRY	TOTAL VISITS
Greater China Region	202,958
United States	187,698
Japan	39,676
Taiwan	43,491
Singapore	26,705

62% | 38%

MALE | FEMALE SKEW

35

AVERAGE AGE

\$286k

AVERAGE HHI

736k

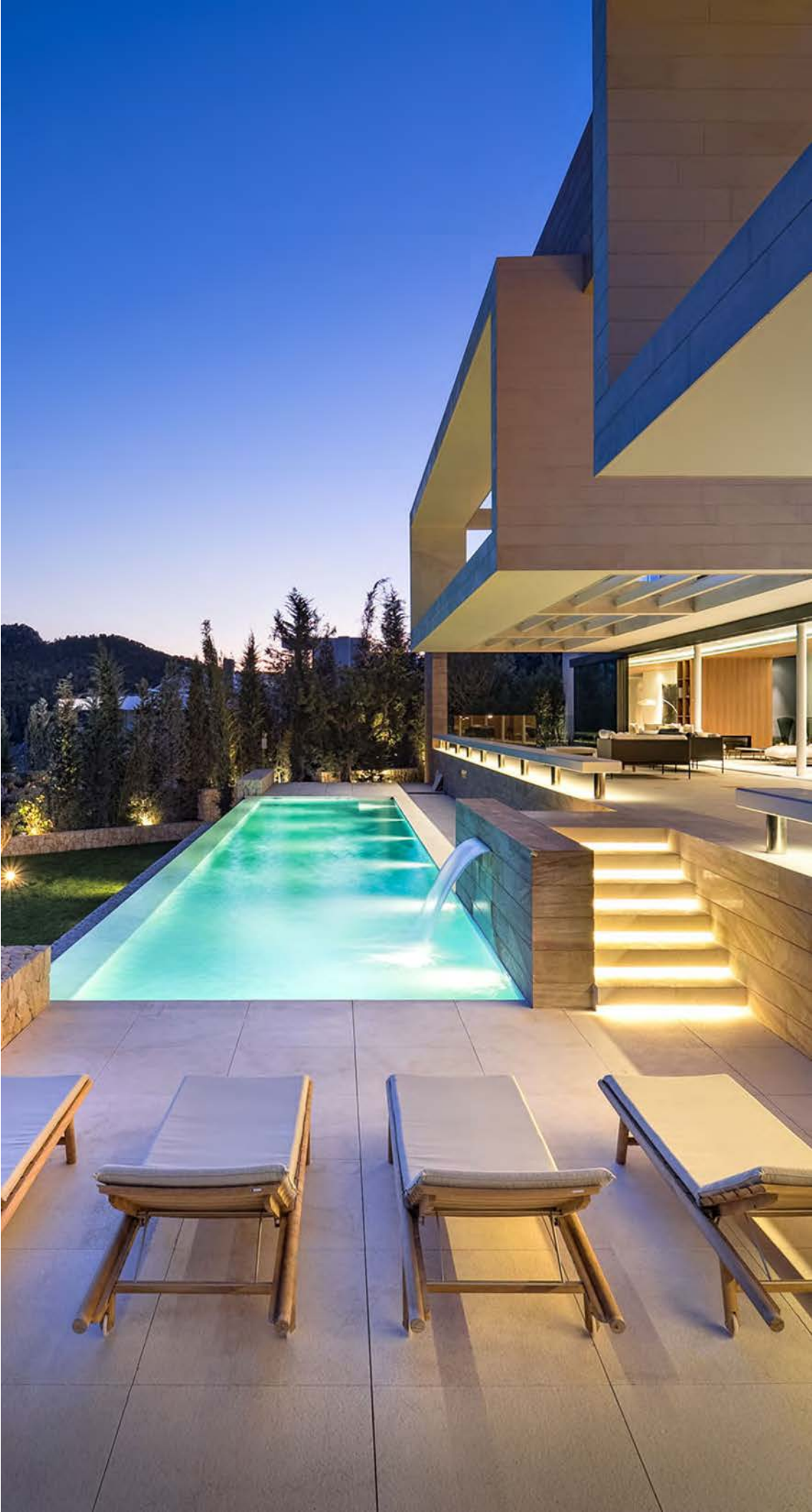
UNIQUE MONTHLY VISITS

4.6M

PAGE VIEWS/MONTH

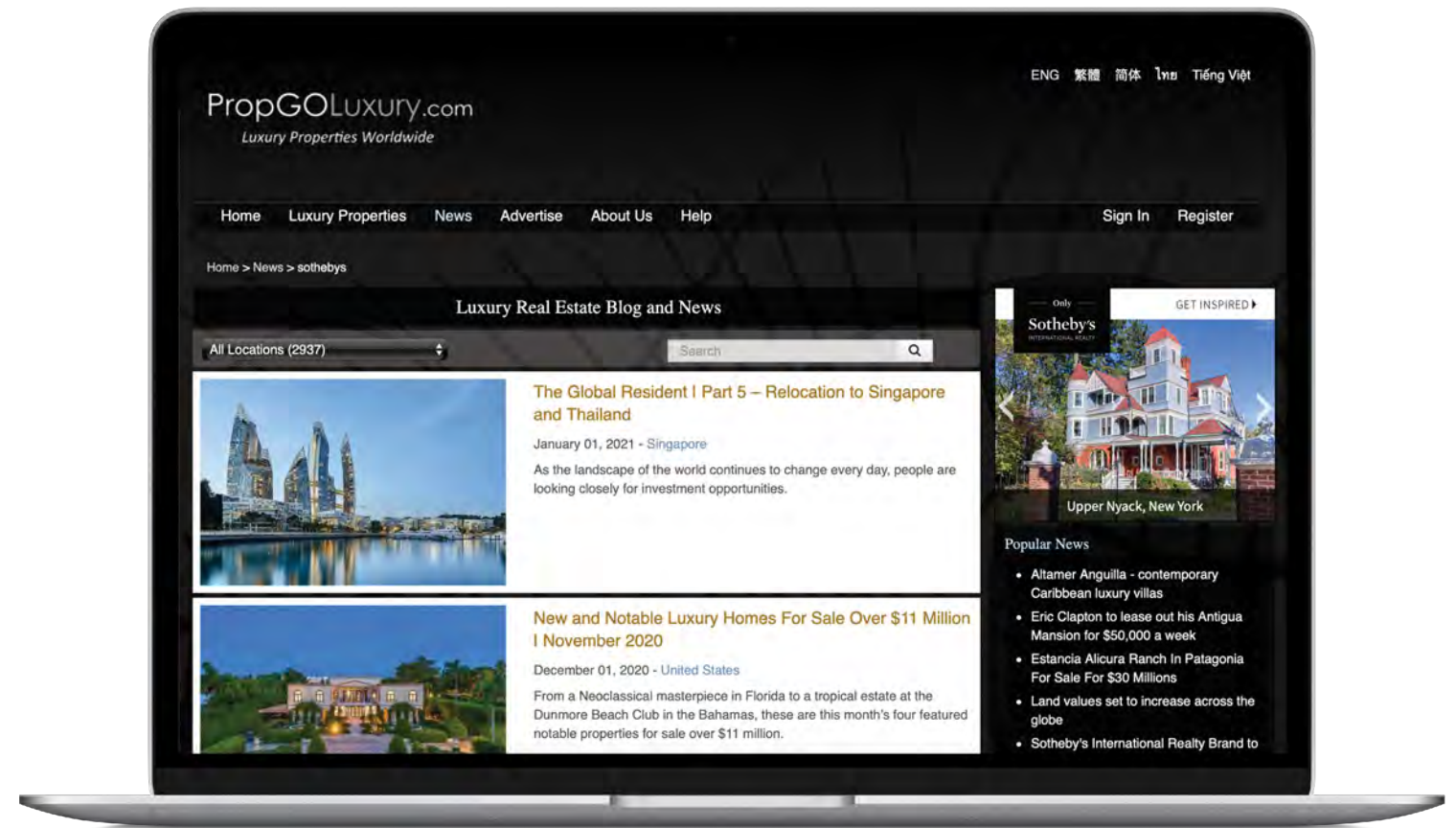
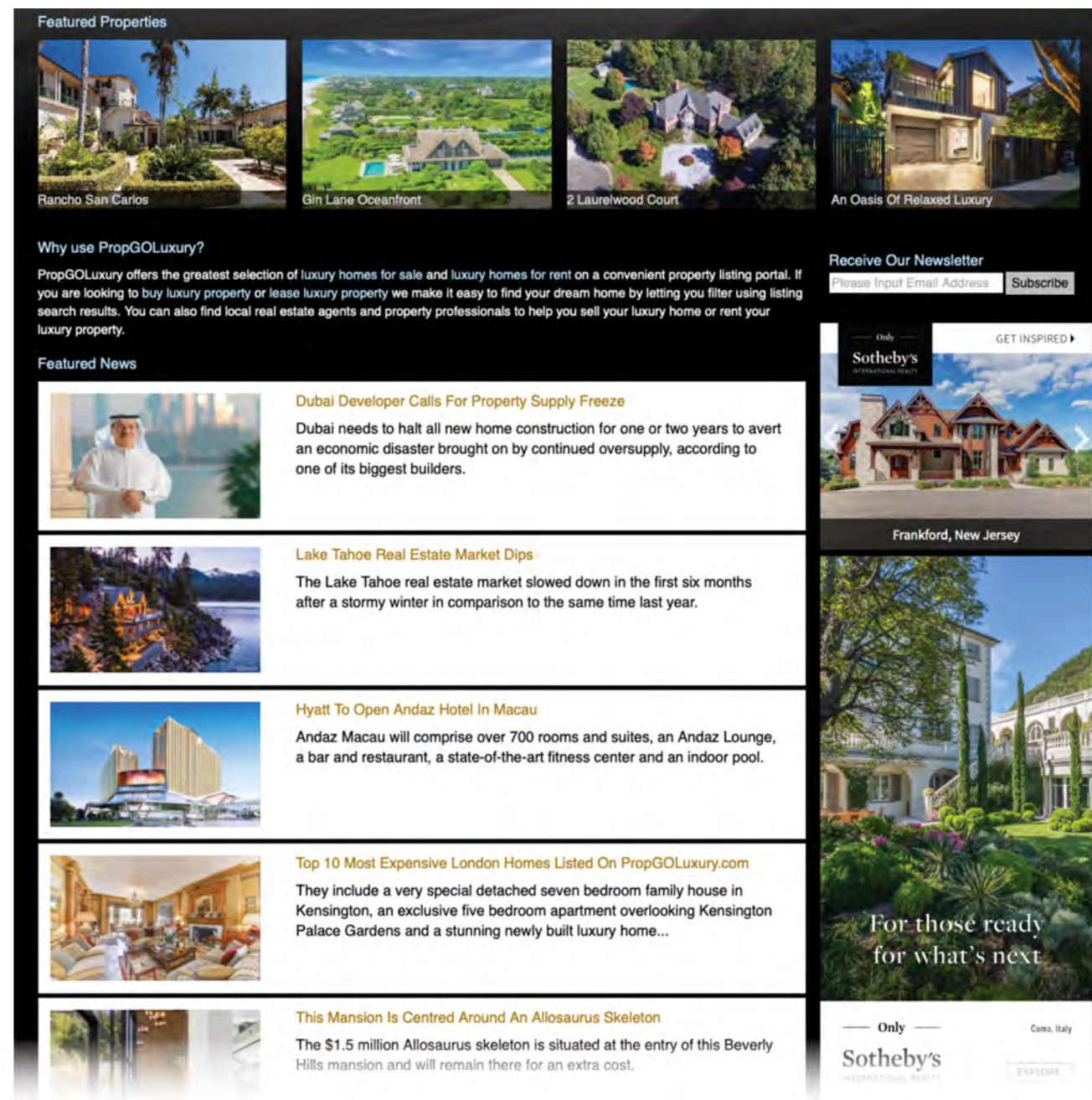
4

AVERAGE # PAGES/VISITOR



Property Distribution and Promotion

Sotheby's International Realty® brand properties will be syndicated across all PropGOLuxury partner sites, including property videos, and featured homes will be promoted on the homepage.



Custom Content Promotion

Sotheby's International Realty brand editorial content will be featured monthly in the PropGOLuxury news section, as well as via social media promotion and e-newsletters.

THE WALL STREET JOURNAL.

The Wall Street Journal is a global news organization that provides leading news, information, commentary, and analysis. Published by Dow Jones, which has nearly 2,000 journalists in more than 75 bureaus around the world, *The Wall Street Journal* engages readers across print, digital, mobile, social, and video. For more than 130 years, building on its heritage as the preeminent source of global business and financial news, *The Wall Street Journal* includes coverage of U.S. and world news, politics, arts, culture, lifestyle, sports, and health. It holds 41 Pulitzer Prizes for outstanding journalism.

DISTRIBUTION: Worldwide	
COUNTRY	TOTAL VISITS
United States	39,293,698
Canada	1,474,853
United Kingdom	1,245,062
India	1,218,345
Australia	588,082

59% | 41%

MALE | FEMALE SKEW

45

AVERAGE AGE

\$192k

AVERAGE HHI

52M

UNIQUE MONTHLY VISITS

194M

PAGE VIEWS/MONTH

3

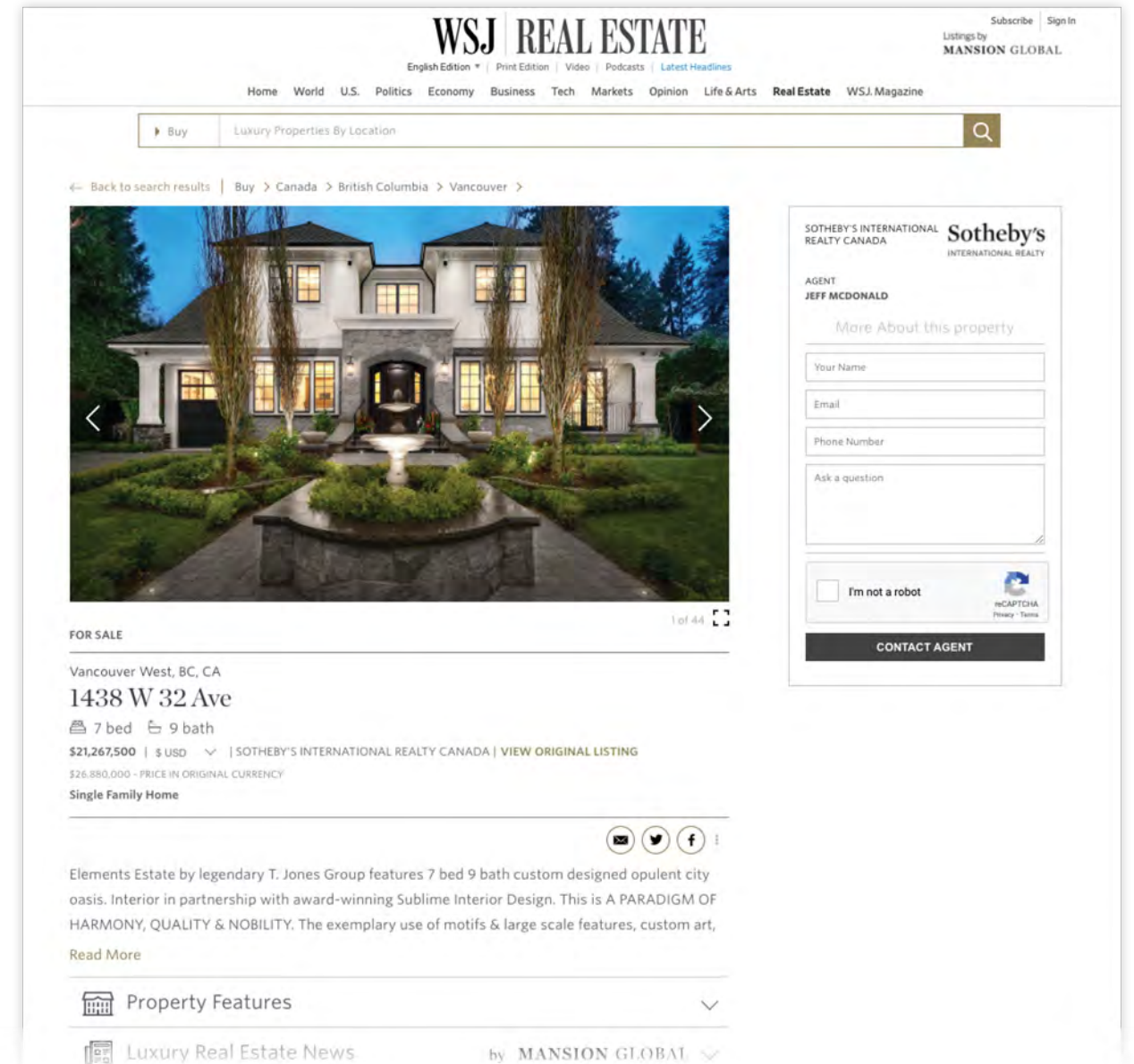
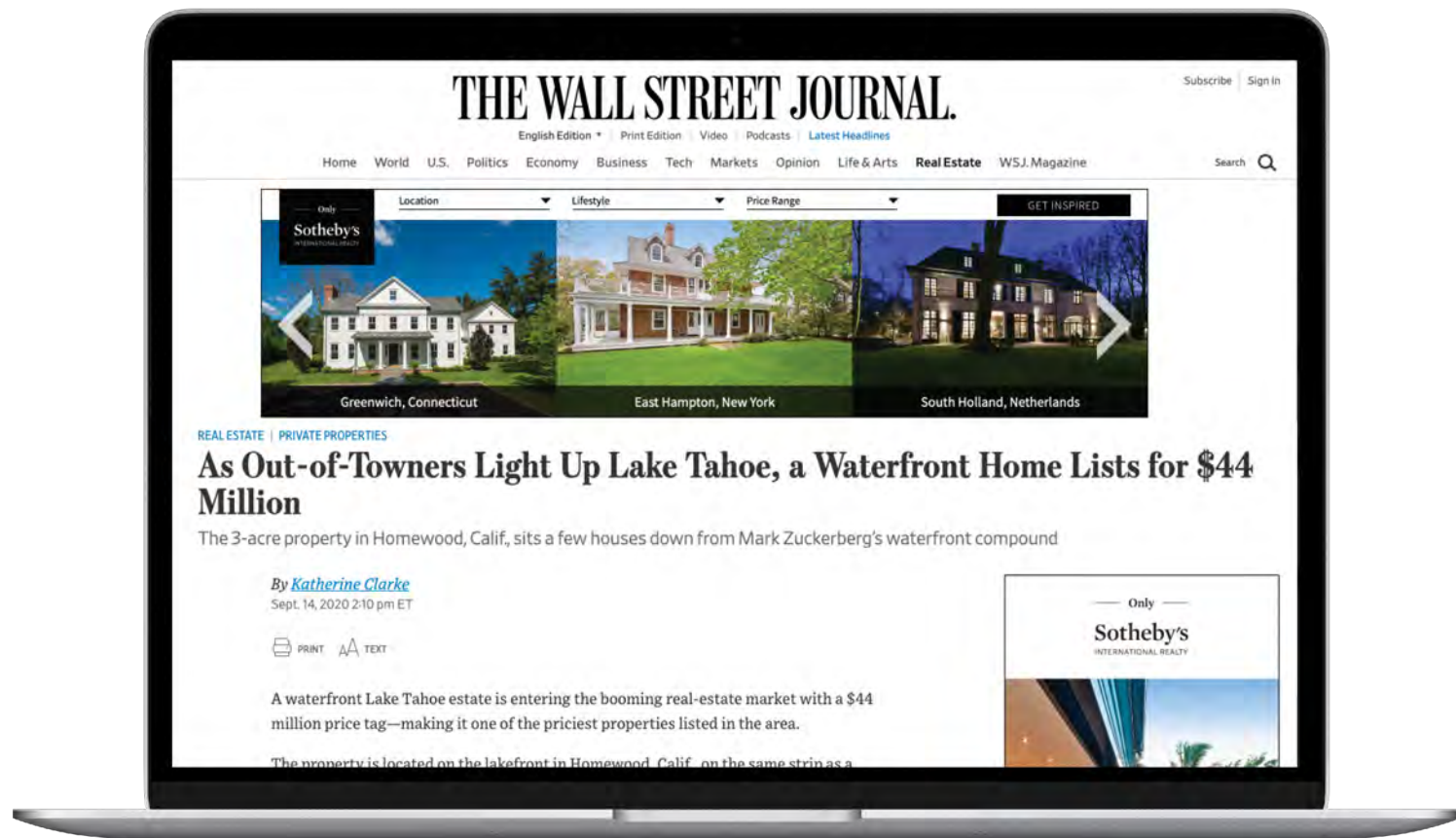
AVERAGE # PAGES/VISITOR



EXCLUSIVE

Real Estate Thursday Article Buyout

Thursday is one of the highly trafficked days where new global real estate coverage is being consumed online. Sotheby's International Realty® will have 100% ownership of Thursdays globally (US, Europe and Asia) with fixed brand ad units on WSJ.com real estate article pages within the real estate section for every Thursday in 2021.



Property Listing Distribution

Sotheby's International Realty listings are listed and searchable across the following platforms: The Wall Street Journal, Mansion Global, Barron's and Marketwatch, connecting exceptional properties to a high-net-worth audience

Media Advertising Units

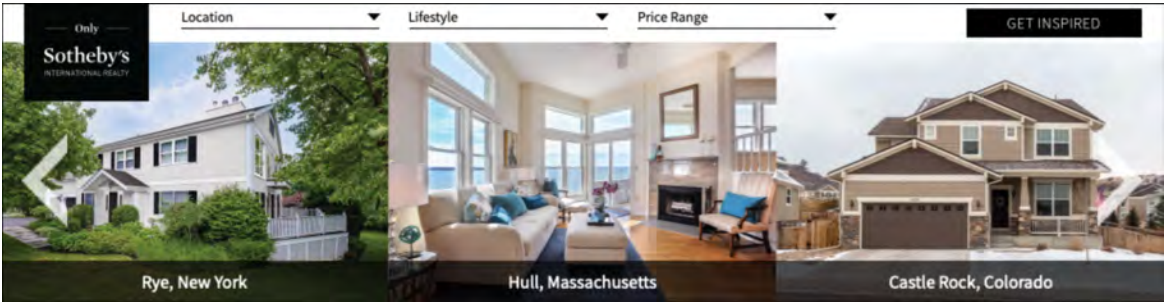
Positioned to target the same high net-worth and emerging affluent consumers around the globe, multiple Sotheby’s International Realty custom brand ad banners will populate across all media partner sites.

BRAND BANNERS



GLOBAL PROPERTY SEARCH AD UNIT

This ad unit allows users to browse multiple properties directly from the ad unit to show a wide range of extraordinary properties. The ads will be customized based on user location, so consumers in a certain market can see homes most likely to match their interests. All e-gallery approved properties will be automatically featured in the GPS ad unit.



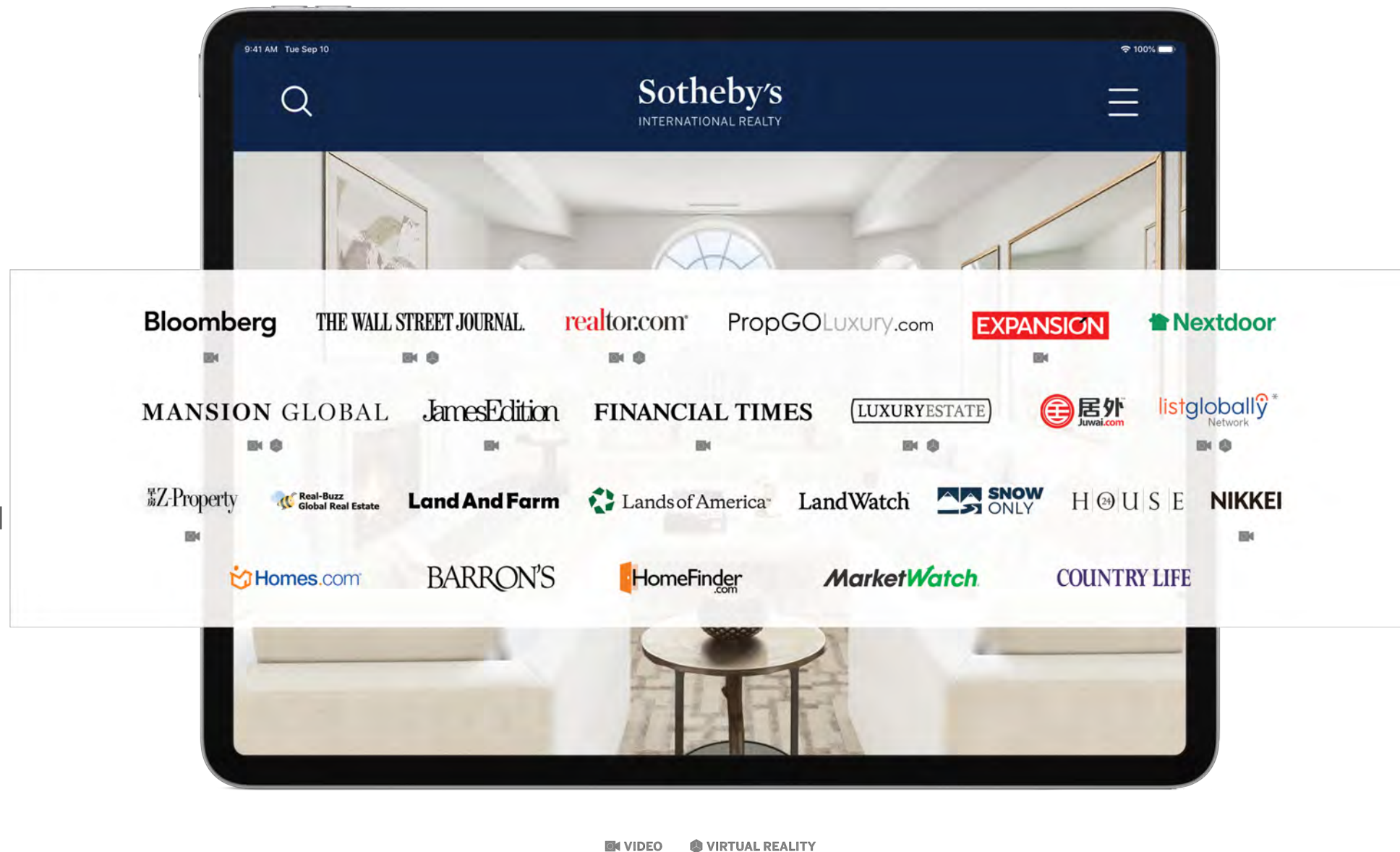
Consumer Targeting

In 2021, the Sotheby's International Realty® brand will continue their series of consumer-first strategies, reaching them wherever they go online, on social media and on the biggest screens. The brand's goal is to identify and generate awareness among established and emerging consumers, who will be defined as in-market real estate buyers and sellers around the world.



Property Distribution

The exposure and worldwide reach of our listings is a crucial piece of what sets us apart from the rest of the industry. Our global media partners include the most authoritative news, lifestyle, and financial voices, as well as real estate-centric websites. Once a home is showcased on sothebysrealty.com, it is exclusively distributed to more than 100 Sotheby's International Realty affiliate websites around the world.



*ListGlobally will expand our syndication portfolio by 26 additional websites, with an approximate reach of 6.5m monthly visitors.